



# SECURELY BRIDGING THE GAP BETWEEN DATA AND INSIGHTS

MADANA, a German blockchain tech start-up, provides an easily integrable solution for data analysis that allows participants to establish a data market while preserving Privacy by Design. We enable companies to make better use of data and acquire more unique insights, especially from their customers.

## THE POTENTIAL

### PrivTech ENABLER

Our patented technology enables privacy enhancing solutions (PrivTech) and thus brings new entities into the data analysis market → accelerated market growth.

### DECENTRALISED DATA ANALYSIS MARKET

Our vision is to create a decentralized pool of information, thereby establishing GDPR-compliant data analysis markets to fit every need.

## THE BENEFITS

### ELIMINATED LEGAL RISK

Eliminated risk of consumer data breaches and leaks due to Privacy by Design. No need for processing of personal data.

### TRANSPARENT COLLABORATION

Transparency through empowerment and collaboration with end consumers. More indicative end consumer profiles for better targeting.

### MORE UNIQUE INSIGHTS

More unique insights via the usage and mix of real-time analyses on demand and cross-analytics insights.



The German patent has been evaluated at 14.8 M€ by patent attorney Dr. Hans-Dieter Jostarndt.

## THE INDUSTRY CHALLENGES

### DATA OVERFLOW

Enterprises are creating increasingly higher amounts of data, yet are struggling to use it effectively to inform their business decisions.

### LEGAL RESTRICTIONS

Accessing data in one's own enterprise is often restricted by laws, such as the GDPR.

### DATA PRIVACY

Data Privacy is becoming increasingly more important for consumers, while becoming a massive challenge for companies.

### DATA ACCESS

In an age of sharing, data access between enterprises is becoming ever more restricted. As the field of data analytics yields new technologies and talent, companies cannot use them in order to inform their business.

*“Privacy requirements dramatically impact an organization’s strategy, purpose and methods for processing personal data!” – Gartner 2019*